

1        1. (Amended) A method for tracking the distribution of content  
2 electronically, comprising the steps of:

3              (a) incorporating an electronic storage medium tracking identifier onto a  
4 standalone electronic storage medium;

5              (b) detecting the tracking information when the standalone electronic  
6 storage medium is coupled with a computer;

7              (c) transmitting the tracking information to a server computer; and

8              (d) determining appropriate support information utilizing logic in the server  
9 computer to transmit to the computer.

1        2. A method for tracking the distribution of content electronically as  
2 recited in claim 1, wherein the server computer performs a table lookup to  
3 determine the retailer that sold the package.

1        3. A method for tracking the distribution of content electronically as  
2 recited in claim 1, wherein the server computer is coupled to the computer via a  
3 network.

1        4. A method for tracking the distribution of content electronically as  
2 recited in claim 1, wherein the server computer transmits information utilizing an  
3 internet protocol.

1        5. A method for tracking the distribution of content electronically as  
2 recited in claim 1, wherein a transaction is written to a database memorializing  
3 processing.

1        6. A method for tracking the distribution of content electronically as  
2 recited in claim 1, wherein support information is passed to the server to identify  
3 pertinent support information.

1        7. (Amended) An apparatus for tracking the distribution of content  
2 electronically, comprising;  
3            (a) a standalone optical disc electronic storage medium having a burst cut  
4 area; and  
5            (b) a digital code stored in the burst cut area;  
6            (c) the digital code representative of an identifier of content on the optical  
7 disc electronic storage medium;  
8            (d) the apparatus including logic that detects the tracking information when  
9 the electronic storage medium is coupled with a computer;  
10          (e) the apparatus including logic that transmits the tracking information to  
11 a server computer; and  
12          (f) the apparatus including logic in the server computer that determines  
13 appropriate support information utilizing logic in the server computer to transmit  
14 to the computer.

1        8. An apparatus for tracking the distribution of content electronically as  
2 recited in claim 7, wherein the server computer performs a table lookup to  
3 determine the retailer that sold the package.

1        9. An apparatus for tracking the distribution of content electronically as  
2 recited in claim 7, wherein the server computer is coupled to the computer via a  
3 network.

1        10. An apparatus for tracking the distribution of content electronically as  
2 recited in claim 7, wherein the server computer transmits information utilizing an  
3 internet protocol.

1        11. An apparatus for tracking the distribution of content electronically as  
2 recited in claim 7, wherein a transaction is written to a database memorializing  
3 processing.

1           12. (Amended) A program embodied on a computer readable medium for  
2 identifying and providing a response to the use of a standalone electronic storage  
3 medium having an identifier incorporated thereon, the program comprising:  
4           (a) a code segment that reads the identifier of the electronic storage  
5 medium upon being input into a computer by a user;  
6           (b) a code segment that detects the tracking information when the  
7 package is coupled with a computer;  
8           (c) a code segment that transmits the tracking information to a server  
9 computer; and  
10          (d) a code segment in the server computer that determines appropriate  
11 support information utilizing logic in the server computer to transmit to the  
12 computer.

1           13. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in  
3 claim 12, wherein the server computer performs a table lookup to determine the  
4 retailer that sold the package.

1           14. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in  
3 claim 12, wherein the server computer is coupled to the computer via a network.  
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5           15. The program for identifying and providing a response to use of an  
6 electronic storage medium having an identifier incorporated thereon as recited in  
7 claim 12, wherein the server computer initiates support of authorized information  
8 utilizing a transaction from the server computer.

1           16. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in